

# Manar mohamed ahmed

## Digital Content Creator

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📍 Cairo, maadi

### About me

With 3+ years of experience, highly focused on detail and results I discovered early my passion for creating content that connects. Over time, this curiosity grew into strong expertise in content planning, copywriting, scriptwriting, and project management, with hands on experience managing campaigns from concept to execution.

### Professional Experience

#### **Social Media Specialist, Intro Media**

03/2023 – 09/2023

Cairo

- Managed a social media campaign from idea to execution, creating content that engaged the audience and stayed cost effective.
- Wrote scripts and copy that boosted interaction and reach without increasing the budget.
- Oversaw all project stages with the team, delivering everything on time and efficiently

#### **Content Creator & Copywriter, Strategy for business Solution**

07/2024 – 12/2025

Cairo

- Managed a social media campaign from idea to execution, creating content that engaged the audience and stayed cost-effective.
- Wrote scripts and copy that boosted interaction and reach without increasing the budget.
- Oversaw all project stages with the team, delivering everything on time and efficiently

#### **Content Creator - Account Manager, BNT**

01/2024

Cairo

- Developed creative content and ad copy that boosted engagement and reach across social media platforms.
- Managed client projects and campaigns, ensuring timely results and efficient use of resources
- Used audience insights to shape content strategy, improve performance, and maintain brand consistency.

### EDUCATION

**MASS COMMUNICATION, MODERN UNIVERSITY FOR TECHNOLOGY & INFORMATION**

2018 – 2022

## SKILLS

Copywriting & Content Creation: Persuasive copy  
• Social Media Scripts • Storytelling • UGC & Ad Copy  
Strategy & Audience Understanding: Content Ideation • Campaign Planning • Audience Research • Trendspotting • Engagement Optimization  
Execution & Professional Traits: Fast Delivery • Deadline-Oriented • Data-Informed Decisions • Creative Problem Solving

## LANGUAGE

**Arabic**  
(Mother tongue)

**English**  
(Very good)

## Tools

Canva | Meta Business Suite | Google Docs | Grammarly

## Courses

**English Language Course**, BERLITZ

**Digital Marketing Diploma**, Adham Hossam Academy

02/2023 – 05/2023

**StoryTelling Workshop**, The Copywriter

**Strategic copywriting**, Ahmed adam